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PROBLEMS THAT VEX COUNTRY EDITORS

"Query Box" to Be Feature
of the Missouri Press
Meeting.

86 PRACTICAL QUESTIONS

One Editor Desires to Know
How to Suppress the
"Card of Thanks."

Pretty nearly all the problems that vex the country editor, from the collection of subscription to the bother some card of thanks and obituary poetry, will be discussed at the annual meeting of the Missouri Press association at Fulton, May 12 to 14. H. F. Childers, president of the association, recently asked each of the country editors of the state to submit five or six of the most troublesome questions that have come up in his experience. In reply he has received a list of eighty-six for his "query box." All of them will be threshed out at the coming meeting of the association. Here is the list, as Mr. Childers has had it printed in pamphlet form:

1. If you should die, how much would your administrator be able to find out about your business by examining your books?
2. What is your system of book-keeping?
3. How many books do you use? What are they?
4. Do you ever take off a balance sheet?
5. Do you check up your foreign advertising, or do you accept the advertiser's statement for omissions and wrong insertions?
6. How do you keep track of your local paid reading notices?
7. What kind of system do you use in keeping your subscription list—that is, card index, mailing galley proofs pasted in books, subscription ledger, or what?
8. How do you collect newspaper subscriptions?
9. How often do you collect ledger accounts?
10. How would you arrange business office and material in an average office having light from the front and one side?
11. What about business office furniture: how much and how arranged?
12. If neatness and cleanliness are desirable, how secured? Does special janitor service pay?
13. How do you care for job stock?
14. What is the best way to keep samples of your job printing?
15. How much soliciting do you do outside your own town: when do you find time for it, and does it pay?
16. What prices do you get for commercial printing? For sale bills? For bills printed from an advertisement that has been run in your paper?
17. What is a fair, living price for the Bucklen advertising in a paper of 1,000 circulation? Circulation of 1,500? Circulation of 2,000? Circulation of 2,500? Discuss prices for other well-known contracts, such as Foley, DeWitt, Hyomen, Kargon, etc.
18. What is a fair rate per inch for foreign advertisements, plates furnished, per 1,000 circulation? For home advertising?
19. Should an advertiser living in another town be given a lower price on account of getting the benefit of only a part of your circulation?
20. When do you enter charges for advertising?
21. What sort of books do you keep for advertising accounts?
22. How do you keep a record of your job printing?
23. Do you try to ascertain the cost of each job printed in your office?
24. What methods do you use, if any, in making estimates on job printing?
25. Do you have any agreement with the newspaper proprietors of your town and county as to prices for job work and advertising, and are such agreements kept? If such agreements are desirable, why may they not be reached and faithfully observed?
26. Have any of our prices on either subscription, job printing or advertising been increased so as to keep pace with the increased cost of living and doing business?
27. What can we do to induce congress to abolish the printing of stamped envelope return cards?
28. Why should we not get \$1.50 a year for our papers, as do many papers in other states?
29. How many of us have tried the plan of charging more for papers sent out of the county? Is that a correct policy?
30. Can news print be bought in ear

load lots by two or more papers and how much can be saved?

31. How may we combat the cheap city weekly? Why not have one of our own to cover the field?
32. How may we cure our hotels and bankers of the "mail order" habit?
33. Is your business with advertising agencies satisfactory?
34. Had any trouble collecting bills from any foreign agency or advertiser?
35. Can you handle the blank book business of your county?
36. What grade of news print do you use, in what quantities do you buy and what do you pay?
37. What do you pay for outside machine composition?
38. What about labor? Apprentices, male or female?
39. Machines in country offices?
40. Is a woman's department in your paper worth while?
41. How can we learn of all the marriages, deaths and births promptly as they occur in the county?
42. What feature of your paper is most interesting to the men? To the women and children?
43. Have you tried a farm and stock column and with what success?
44. Do your readers make enough comment on the contents of your paper to enable you to estimate the value of any special feature or department?
45. Do you keep up special features or departments so long that they become stale and unprofitable?
46. What have you done to build up circulation?
47. Has any one present made a failure of any sort of contest? Why?
48. Have you ever tried premiums?
49. Have you ever advertised your circulation schemes or propositions in other county papers?
50. Is there a "best season" for pushing a campaign for circulation?
51. Have you ever tried a "bargain day" on circulation?
52. Have you tried circulation soliciting personally, by paid solicitors or through the mails?
53. What is the most successful plan you have used or heard of being used to increase circulation?
54. Tell us some of your troubles: (a) In the press-room; (b) In the business office; (c) In managing your engine or power; (d) With your help; (e) With rollers; (f) With folders; (g) With collections.
55. Do you get to press on time every week? If not, why not?
56. When do you begin to "work on" your advertisers in order to get them to bring in copy?
57. Do you ever write an item or a "story" on press day that might easily have been written one, two or more days earlier? Does not your own neglect or procrastination in this respect delay "getting to press" as often as the delinquencies of your advertisers and correspondents?
58. Does night work pay? Can it be avoided?
59. How do you get country correspondents? Do you pay any of them?
60. What per cent of your space should be given to reading matter?
61. What do you pay per quire for patents? What per page for plates?
62. How about special editions?
63. Is a "flat" rate for advertising the best? If not, what is better?
64. Should a charge be made for obituaries?
65. Should a charge be made for church notices?
66. How should a country paper handle the prohibition fight when it comes?
67. Do you know what it costs you to print 32 issues of your paper?
68. What per cent of expenses should be charged to the subscription account? To the job work? To advertising?
69. In an average county seat town of 2,000 people, in an average Missouri county of 25,000 people, what should the annual receipts of a good weekly paper be for subscription? For advertising? For job printing?
70. What should be the average expense incident to conducting such a business?
71. Do you send transient advertisers marked copies? Should they be put on the list free during continuance of ad?
72. Do you ever solicit foreign ads from agents or manufacturers? How? Does it pay?
73. Did you ever get your money's worth in foreign "trade" proposition?
74. How do you take care of series of live advertising plates, and cuts which are the property of local advertisers?
75. Have you any system of storing local half-tone portraits for future use?
76. Do you believe in printing serial stories? How often? At what seasons? Of what nature? Does it prevent subscribers from dropping off?
77. Of departments, which do you consider of most value to the average country paper?
78. Should an editor be in politics, or out?
79. What mailing machine is best? How often do you correct your mailing galleys? What system do you use in making these corrections?
80. How often do you revise your

M. U. "GRADS" IN NEW YORK CITY

(Continued from First Page.)

of Doctor of Laws. It is not generally known that before deciding to be a journalist Mr. McKelway had a banking for the plumbing trade and learned it thoroughly, and if his fancy took him in that direction, could go out tomorrow and do a thorough and workmanlike job with furnace, solder and wrench.

Finis E. Marshall is a Missourian who has attained prominence in the financial world. He is president of the Phoenix National Bank, one of the soundest in New York City. Judge Gary and August Belmont are fellow directors with him. Mr. Marshall is a native of Unionville, Putnam county, Mo., and his eminence as a banker is equalled only by his disinclination for publicity.

E. G. Pringle, another, is an attorney for the Hoe Press Co., the greatest manufacturers of printing presses in the world.

Harry Walker is one of the few Missourians in New York who has taken advantage of his birthright and gone into politics. Needless to say he made good. A pedigreed Democrat, he soon became prominent in Tammany Hall and as a result has a nice position as secretary of the Aqueduct Commission, one of the various bodies having in charge the big job of seeing that there is enough water for New Yorkers to drink after all the wine is gone.

Burton Thompson a Busy Man.

Burton Thompson is one of the busiest Missourians in New York. He handles the interests of the Mercantile Trust Co. at this end, his special charge being the "Chimney Corner," the unique building on the little square plot of ground at the corner of Broadway and Wall street, for which the Mercantile company paid the highest price ever paid for a piece of real estate in the history of the world. Mr. Thompson is one of the most active members of the Missouri State Society, is in the M. S. U. Alumni association, and when the affairs of those and of his business do not take up all his time, dabbles a little in statesmanship, having been a member of Norman K. Mack's Committee on Speakers during the last national campaign.

Dr. David Gordon of Chillicothe, Mo., an M. S. U. graduate, is here taking a special course in the New York hospitals.

D. W. Cow, an electrical engineer, is connected with the Pennsylvania Railroad tunnel department. He married a Columbia (Mo.) girl, who was Miss Zimmerman.

H. H. Haggard and Dorsey B. Duncan are two other M. S. U. engineering graduates. Both were helping C. L. Harrison meet the tunnelling problems under the rivers hereabout, and Mr. Haggard is still on the job, but when Mr. Harrison entered the city's employ, Mr. Duncan resigned to accept a more important post. He recently married, and found the charms of a Long Island girl sufficiently alluring to make him forget that Missouri really turns out the prettiest in the world.

FUND FOR ELIOT GROWING

Subscription for the Harvard President Now \$130,000.

BOSTON, May 3.—Subscriptions to the Dr. Charles W. Eliot fund have been received from about 2,000 graduates of the Harvard University and others and at this time amounts to about \$130,000.

The committee hopes the fund will be \$150,000 by May 19, when President Eliot vacates his office.

The subscriptions thus far received have been placed in the hands of Charles Francis Adams, G. M. Lane and F. L. Higginson, trustees, to invest and hold for the benefit of President Eliot, and, after his death, his widow's. It is understood that the fund will eventually pass to Harvard University.

Position for J. R. Keithley.

J. R. Keithley, who was graduated from the College of Agriculture last year and is now an assistant in the Department of Dairying, has been appointed to a position in the dairy division of the United States Department of Agriculture. He will begin his duties July 1. His headquarters will be in Washington.

subscription list, cutting off delinquents and notifying others? What form of statement or reminder do you send to delinquents?

81. Can "cards of thanks" be suppressed? If so, how?

82. Do you use a carrier for your town list? What advantages has the plan?

83. How do you discourage office loafers and exchange friends?

84. Should the business office and editorial room be separate from mechanical end, and why?

85. What should be the hours for help in the average country office?

86. Does it pay to oil your floors?

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Its courses in Library Work prepare teachers to build up libraries in the schools. Its Department of Commerce is to supply the public schools with teachers of Commercial Subjects. Its courses in the Pedagogy of the Common School Branches prepare teachers for all the elementary schools.

It offers five years in Music and four in Art. It makes a specialty of preparing supervisors of Music, of Art, of Manual Training, of Gymnasium Work and Summer Play Grounds.

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It offers special courses for college graduates who seek important positions as principals, superintendents and high school teachers. Illustrated Bulletin free.

JOHN R. KIRK, President.

WABASH TIME TABLE											
37 Daily	35 Daily	3-33 Daily	31 Mixed Daily	TABLE 4	30-20 Daily	32-2 Daily	34-12 Mixed Daily	36-4 Daily			
PM 5:30	PM 5:30	AM 9:01	AM 9:01	Lv. St. Louis.....Ar.	PM 2:15	PM 6:30	PM 10:50	AM 7:00			
10:10	2:50	12:40	7:00	Lv. Centralia.....Ar.	10:25	2:30	5:20	10:00			
10:28	3:08	12:56	7:20	Lv. Haisville.....Ar.	10:05	2:12	4:51	9:42			
10:39	3:18	1:06	7:48	Lv. Brown.....Ar.	9:50	2:00	4:29	9:31			
10:42	3:21	1:10	7:54	Lv. Stephens.....Ar.	9:45	1:55	4:16	9:28			
10:44	3:23	1:14	7:57	Lv. Switzer.....Ar.	9:41	1:52	4:13	9:25			
10:46	3:25	1:18	8:01	Lv. Persinger.....Ar.	9:38	1:50	4:11	9:24			
10:52	3:30	1:25	8:11	Lv. Moore's Switch.....Ar.	9:29	1:44	4:03	9:18			
10:55	3:40	1:30	8:15	Lv. Columbia L. L. Ar.	9:25	1:40	4:00	9:15			
PM 5:30	PM 5:30	PM 5:30	PM 5:30		PM 5:30	PM 5:30	PM 5:30	PM 5:30			

UNIVERSITY OF MISSOURI

ANNOUNCEMENT
of the
SUMMER SESSION
June 3 to August 3, 1909

THE aim of the Summer Session is to place the valuable equipment of the University at the service of persons who can not attend at other times. It is primarily for the teachers of the state, but others are admitted who are qualified to pursue the subjects taught. All work offered is given credit toward a degree from the Teachers College, and most of the work also counts toward a degree from the College of Arts and Science. The Summer Session is an integral part of the regular University work, being the first term of the scholastic year.

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For further information in regard to the Summer Session of the University address

Director of the Summer Session

University of Missouri

Columbia, Missouri